

# VISIBILITY GUIDELINES

CZECH-UNDP PARTNERSHIP - CHALLENGE FUND



## VISUAL GUIDELINES

Use CUP Guidelines and UNDP Brand Manual for all visibility purposes. Always use the logo of the Czech Republic Development Cooperation and the UNDP as well as the disclaimer.

 [CUP Visibility Guidelines](#)



## WEBSITE PROMOTION

Promote your project on your website and social media or dedicate an article to its description and content.



## ARTICLES AND STORIES

Actively cooperate with the CUP on promotional activities by contributing with articles, photos and videos. Remember that by contributing you not only increase the visibility of the CUP, but you also have a unique opportunity to present your organisation and activities to the donor and the public.



## HUMAN-CENTERED APPROACH

Try to adopt a human-centered approach when submitting articles for the CUP, which highlights stories of local beneficiaries and the impact of the project on their livelihoods. This does not apply to the milestone reports, which should be submitted in line with the templates on the undp.cz website.



## FINAL PRESS RELEASE

Collect lessons learned, main achievements and documentation of the project for the final Press Release.



## LINKEDIN AND WEBSITE

Follow the CUP website and LinkedIn for more information and updates.



[CUP LinkedIn](#)



[UNDP.cz website](#)